

Ten questions to ask yourself when creating a Special Olympics branded piece.

1 Are you using the correct brand mark artwork?

Use only official master artwork files. Do not photocopy, scan or attempt to re-draw your own version of the mark.

Color references: When printing the mark in spot color the symbol is printed in Special Olympics Red (Pantone® 186) and the type in printed in Special Olympics Grey (Pantone® 418) or Black.

Lock-up options: There are a number of lock-ups of the mark that provide flexibility for different layout situations. Please consult the full guideline document for a complete set of these marks.

**Special
Olympics**
Program Name



2 Is the brand mark positioned correctly?

The standard position of the mark for print is in either the top right or bottom right corner. The mark should be an equal distance from the two closest edges. The actual distance will depend on the size and nature of the item being produced.

Leave sufficient space around the mark so that it can be clearly recognized and is not encroached upon by any other elements. The general rule is that the minimum free space around the mark should be equal to the height of the 'O' in 'Olympics'.



1 A complete set of alternative lock-up versions of the brand mark can be found in the full brand guidelines.

2 The mark is given sufficient room to breathe and can be clearly recognised.